

China Ad Standards
中国广告标准

1. the Creative materials submitted by Company (i) are true, accurate; (ii) include no fraudulent or deceptive information or incentives; (iii) comply with all applicable laws, regulations, rules, relevant binding policies and Ad Guidelines, international treaties acknowledged or adopted by the PRC, and shall not contain any content that is threatening to national security, that is obscene, pornographic, false, fraudulent, insulting, defamatory, threatening or harassing, infringes others' intellectual property rights, personal rights or other lawful rights and interests, or is contrary to social public order and morality in the PRC and (iv) contain no virus, malware, spyware, trojan, phishing, or other malicious code that could breach or circumvent any Platform security measure;

公司提交的素材材料应当(i)真实、准确；(ii)不包含任何欺诈或欺骗性信息或奖励；(iii)遵守所有适用的法律、法规、规则、相关约束性政策和广告指南、经中国承认或采纳的国际条约，并不应包含任何威胁国家安全、或淫秽、色情、虚假、欺诈、侮辱、诽谤、威胁或骚扰、侵犯他人知识产权、人身权利或其他合法权利和利益、或与中国社会公共秩序和道德相背的内容；并且(iv)不包含可能违反或规避任何平台安全措施病毒、恶意软件、间谍软件、特洛伊木马、网络钓鱼或其他恶意代码；

2. all products and services advertised are legitimate, compliant with applicable PRC national standards and regulations, are not fake products, and do not infringe any legitimate right of a third party;

所有广告宣传的产品和服务都是合法的，符合适用的中国国家标准和法规，非假冒产品，且不侵犯任何第三方的合法权利；

3. each Advertiser has the right or authorization to use, market, and promote the applicable Landing Pages/Websites and the use, marketing, and promotion of such Landing Pages/Websites in accordance with the China Addendum are in compliance with all applicable laws and regulations;

各广告主有权或经授权使用、营销和推广相应的登录页面/网站，并且根据本中国附录的使用、营销和推广登录页面/网站应符合所有适用的法律法规；

4. the information and data transferred to TD or directly to a China Inventory Provider will not contain any malicious code or affect normal operation of any system;

传输至 TD 的信息和数据或直接传输至中国资源合作商的信息和数据不包含任何恶意代码或影响任何系统的正常运行；

5. with respect to each Landing Page/Website (a) it does not contain (i) any information that is in violation of any applicable law or regulation; (ii) virus, malware, spyware, trojan, phishing, or other malicious code; (iii) information marketing or promoting fake, counterfeit goods, or illegal businesses (including apps or software that contain hidden charges); or (iv) infringing or pornographic materials, (b) is safely and normally displayed and accessed; (c) the content is substantially similar to (i) the creative content in the Creative, and (ii) if required to be submitted to TD in advance, the draft Landing Page/Website that Company previously submitted to TD for approval; and (d) the link to the Creative to such Landing Page/Website remains static and does not vary based on time of visit, IP address, geographic location or other variables.

对于每个登录页面/网站，(a) 应不包含(i)违反任何适用法律或法规的信息；(ii)病毒、恶意软件、间谍软件、木马病毒、网络钓鱼或其他恶意代码；(iii)信息营销或促销假冒伪劣商品或非法业务（包括包含隐藏收费的应用程序或软件）；或(iv)侵权或色情材料，(b)可以安全、正常地显示和访问；(c)其内容与以下实质相似(i)素材中的素材内容，以及(ii)如果需事先提交 TD，公司此前提交 TD 审核的登陆页面/网站的草样；以及 (d) 素材网站与该登陆页面/网站的链接应保持静态，不会因访问时间、IP 地址、地理位置或其他变量而变化。